

MYERS'S

Jamaica Rum

Recipes



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For that Extra

Wealth of Flavour—

The rich, round, full bouquet of MYERS'S "*Planters' Punch*" Brand of JAMAICA RUM makes it the ideal ingredient for Cocktails, Highballs, and Punches. In presenting this booklet of favourite recipes, we particularly wish to emphasize that in order to secure the *best results*—THE RUM MUST BE MYERS'S.

MYERS'S RUM is distilled exclusively from the products of the sugar cane in Jamaica's equable climate. MYERS'S "*Planters' Punch*" Brand of JAMAICA RUM is accompanied by Jamaica Government certificate indicating that it is 100% Jamaica Rum.

FRED L. MYERS & SON—established in 1879—hold huge stocks of mellow rums, and from these, by careful selection, is created the world-famous "*Planters' Punch*" Brand, which never varies in its high quality.

Genuine Jamaica Rum follows the Union Jack to every corner of the globe.



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Long Drinks—Cold

Myers's Planters' Punch

(The Old Jamaica Plantation Formula)

- One of Sour (one part fresh Lime Juice).
- Two of Sweet (two parts Sugar).
- Three of Strong (three parts Myers's Jamaica Rum).
- Four of Weak (four parts Water and Ice).

Add a dash of Angostura Bitters. Stir. Serve very cold in a tall glass with cracked Ice. Add a Maraschino Cherry.

Myers's Planters' Punch

(U. S. A. Formula)

- One of Sweet (one dessertspoon of Sugar or Syrup).
- Two of Sour (two dessertspoons of fresh Lemon Juice).
- Three of Weak (three tablespoons of cold Water or Ice).
- Four of Strong (four tablespoons of Myers's Jamaica Rum).

Add a dash of Angostura Bitters. Stir well. Serve very cold in a tall glass filled with cracked Ice. Add one half of a thin slice each of Lemon and Orange, a small piece of Pineapple, and a Maraschino Cherry.

Myers's Rum Collins

- Use a tall glass filled with Ice.
- Add the juice of a Lemon.
- One teaspoon of Sugar.
- One jigger Myers's Jamaica Rum.

Fill up with carbonated Water and stir. Decorate with a Maraschino Cherry and a thin slice of Lemon. Serve with a straw.

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Myers's Rum Rickey

Put one or two lumps of Ice in a tall glass.
 Juice of half a Lemon, or Lime.
 Add one-half cocktail-glass of Myers's Jamaica Rum.

Fill up with cold carbonated or plain Ice Water and serve with a straw.

Myers's Rum Highball

Put two or three lumps of Ice in a tall glass.
 Add one ounce of Myers's Jamaica Rum.
 Fill up with Ginger Ale.

Add a slice of Lemon, or a twist of Peel.
 Stir and serve.

Myers's Rum and Cola

Put two or three lumps of Ice in a tall glass.
 Add one ounce of Myers's Jamaica Rum.
 Fill up with Coca-Cola, Pepsi-Cola, or other Cola beverages.

Add a slice of Lime or Lemon, and stir.

Myers's Milk Punch

Pour one-half cocktail glass of Myers's Jamaica Rum into a shaker.

Add one teaspoon of Sugar, or Syrup.

Two large pieces of Ice.

Add nearly a glassful of rich Milk.

Shake well and pour into tall glass.
 Sprinkle grated Nutmeg on top.

Myers's Boston Milk Punch

Pour one-half jigger ($\frac{3}{4}$ ounce) of Myers's Jamaica Rum into a shaker.

Add one-half jigger of Rye Whiskey.

One-half teaspoon of Sugar.

Add nearly a glassful of rich Milk.

Put Ice in shaker and shake well.

Pour into tall glass. Sprinkle grated Nutmeg on top.

Myers's Cobbler

Put two teaspoons of Pineapple Juice or one teaspoon of Curacao into a shaker.

Add half a cocktail glass of Myers's Jamaica Rum.

Put in plenty of Ice and shake well.

Strain into a tall glass filled with finely chopped Ice. Decorate the top with slices of fruit. Pour a little Port Wine on top and serve with a straw.

Myers's Egg Nog

Pour half a cocktail glass of Myers's Jamaica Rum into a shaker.

Add a quarter cocktail glass of Cognac.

One teaspoon of plain Syrup.

One fresh Egg. Plenty of chopped Ice.

Add nearly a glassful of rich Milk.

Shake well and strain into a tall glass.
Sprinkle grated Nutmeg on top.

Myers's Baltimore Egg Nog

Pour half a cocktail glass of Myers's Jamaica Rum into a shaker.

Add a quarter cocktail glass of Bourbon Whiskey or Madeira.

One teaspoon of plain Syrup.

One fresh Egg. Plenty of chopped Ice.

Add nearly a glassful of rich Milk.

Shake well and strain into a tall glass.
Sprinkle grated Nutmeg on top.

Myers's Rum Julep

In a tall mixing glass crush four or five tender sprigs of Mint with one teaspoon of Sugar and Water.

Add a cocktail glass of Myers's Jamaica Rum.

Use plenty of Ice.

Shake well and strain into a tall glass filled with chipped Ice.

Myers's Mint Julep

Use a tall glass filled with chipped Ice.
Insert two or three sprigs of Mint, leaves upward,
which have been dipped in powdered Sugar.
Add a cocktail glass of Myers's Jamaica Rum.

Decorate with Berries, Pineapple, Orange,
etc. according to season.

Myers's Lime Rickey

One ounce Myers's Jamaica Rum.
One ounce Lime Juice.
Level teaspoon granulated Sugar.
Plenty of Ice.

Fill balance of an eight ounce glass with
bottled Lime Dry or Lime Rickey. Stir
well and serve with straw.

Myers's Rum-Ade

Pour two tablespoons of Myers's Jamaica Rum into
tall glass of Lemonade.
Add plenty of Ice. Stir well.

Myers's Northside Highball

Mix an Orangeade with carbonated Water in a
tall glass.
Sweeten to taste.
Add one jigger of Myers's Jamaica Rum.
Use plenty of Ice.
Stir well and serve.





Long Drinks — Hot

Myers's Hot Buttered Rum

Pour one jigger of Myers's Jamaica Rum into a tall glass.

Two or three teaspoons of Sugar.

Two teaspoons of Butter.

Add one-half teaspoon of Mixed Spices (Cinnamon and Cloves) if desired.

Fill glass with boiling Water. Stir well and sip slowly.

Myers's Hot Rum Toddy

Dissolve a teaspoon of Sugar in a small glass of hot Water.

Add half a cocktail glass of Myers's Jamaica Rum.

Serve with a slice of Lemon or Orange placed on top.

Myers's Grog American

Pour one jigger of Myers's Jamaica Rum into a half pint tumbler, preferably set in a metal holder with handle.

Fill glass with hot black Coffee. Sugar to taste and stir. A coffee cup may be used.

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Myers's Tom and Jerry

In a cup mix one tablespoon of Sugar with one Egg. Whip stiff.

Add three-quarters of a cocktail glass of Myers's Jamaica Rum.

Fill cup with boiling Water.

Sprinkle grated Nutmeg on top and serve.

Myers's Oxford Punch

Three parts of Myers's Jamaica Rum.

Two parts of Brandy.

One part of Lemon Juice.

Six parts of hot Water.

Stir well. Sugar to taste.



Cocktails and Short Drinks

Myers's Million Cocktail

(The Old Jamaica Plantation Formula)

Put one-third Lemon Juice, or Lime Juice into a shaker.

Add two-thirds Myers's Jamaica Rum.

One-half teaspoon of Sugar for each cocktail.

Add a dash of Angostura Bitters.

Use plenty of Ice.

Shake well and serve with a Maraschino Cherry in a cocktail glass.

Myers's Flanagan Cocktail

(Named for the originator of the cocktail)

Pour one-half of cocktail glass of Myers's Jamaica Rum into a shaker.

Add one-half a cocktail glass of Sweet Vermouth.

One-half a teaspoon of Sugar or Syrup.

Add dash of Angostura Bitters, if desired.

Use plenty of Ice.

Shake well and serve.

Myers's Rum Cocktail

Put the juice of a Lime or Lemon into a shaker.

One teaspoon of Sugar or Syrup.

One-quarter cocktail glass of Gin.

One-half cocktail glass of Myers's Jamaica Rum.

Add a dash of Angostura Bitters, if desired.

Plenty of Ice.

Shake well and serve.

Myers's Rum Old-Fashioned

Place one-half a lump of Sugar in an Old-Fashioned glass.

Add a few drops of Angostura Bitters and a bit of Lemon Rind.

Moisten with two teaspoons of Water.

Crush and dissolve Sugar.

Add a couple of Ice cubes.

Fill glass with Myers's Jamaica Rum.

Add a Maraschino Cherry, a slice of Lemon, a slice of Orange, and serve.

Myers's Rum Sour

Put one teaspoon of plain Syrup into a shaker.

Juice of half a Lime or Lemon.

Add a half cocktail glass of Myers's Jamaica Rum.

Use plenty of Ice.

Shake well. Strain into a cocktail glass.

Add a splash of carbonated Water.

Decorate with fruit. Add a few drops of white of Egg, if desired.

Myers's Dry Cocktail

Pour one-half a cocktail glass of Myers's Jamaica Rum into a shaker.

Add one-half a cocktail glass of Dry Vermouth.

One-half a teaspoon of Sugar or Syrup.

Plenty of Ice.

Shake well and serve.

Myers's Sunshine Cocktail

Put one-third Orange Juice into a shaker.

One-third Grapefruit Juice.

One-third Myers's Jamaica Rum.

Add a half-teaspoon of Sugar for each cocktail.

A dash of Angostura Bitters.

Use plenty of Ice.

Shake well and serve with a Cherry.

Myers's Chinese Cocktail

Into a shaker put one teaspoon of Curacao.

Three dashes of Grenadine.

One-half cocktail glass of Myers's Jamaica Rum.

Add a dash of Angostura Bitters. Ice.

Shake well. Serve with a Maraschino Cherry in a cocktail glass.

Myers's Fu Manchu Cocktail

Put one jigger of Myers's Jamaica Rum into a shaker.

Add two dashes each of Green Creme de Menthe, Curacao, Lime Juice, and Syrup.

Add Ice, shake well, and serve in a cocktail glass.

Myers's Rum Orange Blossom

Pour one-quarter cocktail glass of Orange Juice into a shaker.

One-quarter cocktail glass of Sweet Vermouth.

Add a pinch of powdered Cinnamon.

A half cocktail glass of Myers's Jamaica Rum.

Use plenty of Ice.

Shake well and serve in a cocktail glass.

Myers's Rum Dolores

Pour one-quarter cocktail glass of Sherry into a shaker.

One-quarter cocktail glass of Dubonnet.

One-half cocktail glass of Myers's Jamaica Rum.

Add a twist of Lemon Peel.

Use plenty of Ice.

Shake well and serve in a cocktail glass.

Myers's Club Special

Pour one-third of a cocktail glass of Orange and Lemon Juice mixed into a shaker.

Add one-half teaspoon of Maple Syrup.

Two-thirds of a cocktail glass of Myers's Jamaica Rum.

Use plenty of Ice.

Shake well and serve in a cocktail glass.

Myers's Tropical Cocktail

Into a shaker put the juice of one Lime.

Two dashes of Syrup.

Crush two slices of fresh Pineapple sprinkled with a teaspoon of powdered Sugar.

Add one jigger of Myers's Jamaica Rum.

Use plenty of cracked Ice.

Shake well and serve in a Claret glass.



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Punch Bowl and Party Drinks

Myers's Hot Tea Punch

(For twelve people)

Into a small bowl pour one pint of Myers's Jamaica Rum.

Add one pint of Brandy.

Two sliced Oranges and one sliced Lemon or Lime.

Add three pints of hot Tea freshly brewed.

Sugar to taste.

Mull with a red-hot poker and serve in punch or cocktail glasses.

Myers's Orange Cup

(For twelve people)

Pour the juice of six Oranges into a punch bowl.

Add two pints of carbonated Water.

Sweeten with Sugar.

Add sixteen ounces (about eleven jiggers) of Myers's Jamaica Rum.

Two ounces of Curacao.

Use plenty of Ice.

Stir well and serve.

Myers's Hot Rum Punch

(For eight to ten people)

Into a glass bowl pour one pint of Myers's Jamaica Rum.

Add a half pint of Cognac.

Half a wine glass of Kummel.

Half a wine glass of Benedictine.

Peel of one Lemon or Lime.

Peel of one Orange.

Add one sliced Orange, or Grapefruit, and one sliced Lemon, or Lime.

Sugar to taste.

Add three pints of boiling Water.

Stir. Serve in punch or cocktail glasses.

Fish House Punch

(For about fifty people)

Slack three-quarters of a pound of Sugar in a punch bowl.

When entirely dissolved add:

One quart of Lemon Juice.

Two quarts of fine old Jamaica Rum.

One quart of Brandy.

Two quarts of Water.

One wineglass of Peach Brandy.

Put one big lump of Ice in the punch bowl and allow the mixture to brew for about two hours. Stir frequently. (Note: In Winter, when Ice melts slowly, more Water may be used. In Summer, use less Water as the melting Ice dilutes the mixture sufficiently.) Serve in punch or cocktail glasses.

Myers's Rum Swizzle

(For twelve people)

Mix in a deep glass jug or bowl.

Four teaspoons of Sugar.

A few sprigs of Mint.

Add the juice of six Limes, or Lemons.

Six Ice Cubes, the size of an egg.

Add sixteen ounces (about eleven jiggers) of Myers's Jamaica Rum.

Use a swizzle stick, and swizzle by rolling between the hands until the mixture froths over. (Note: If lacking a swizzle stick, stir rapidly with a long spoon.) Serve in cocktail glasses.

Myers's Rum and Brandy Punch

(For eight people)

Use a punch bowl, or a deep glass bowl.

Pour in one-third pint of Lime or Lemon Juice.

Add three-quarters of a pound of Sugar dissolved in Water.

Half a pint of Cognac.

One-quarter pint of Peach Brandy.

One-quarter pint of Myers's Jamaica Rum.

Two and a half pints of iced Water or carbonated Water.

Add a large lump of Ice. Stir thoroughly, and serve in punch or cocktail glasses.



Miscellaneous

Myers's Cold Tea

Pour some freshly brewed Tea through a strainer into a bowl or jug and allow it to cool.

For each cup of Tea add:

The juice of one-half a Lemon or Lime.

Sugar to taste.

One ounce of Myers's Jamaica Rum.

Plenty of Ice.

Stir well and serve in a tea cup.

Myers's Rum Brûlot

Place a half-lump of Sugar in a teaspoon.

Pour Myers's Jamaica Rum over Sugar to fill the spoon.

Ignite with a lighted match.

Let it burn until Sugar dissolves.

Then pour into a demi-tasse of black Coffee.

(Note: The addition of Rum to black Coffee, or to Tea with Lemon, adds greatly to the enjoyment of your drink.)

Myers's Iced Coffee

To a glass of Iced Coffee, made in the usual way, add a dessertspoon of Myers's Jamaica Rum for a delightfully refreshing hot weather drink.

Myers's Rum Ice Cream

Beat three Eggs and add four tablespoons of Sugar.

Add one pint of warm Milk, and boil the mixture.

Allow it to cool, and then add one-half pint of Cream and two tablespoons of Myers's Jamaica Rum.

Stir well and churn in Ice Cream freezer. Cherries or other fruit may be added.

(Note: If preferred, three half-pints of Milk and four Eggs may be used instead of Cream.)

Myers's Rum Grapefruit

A Grapefruit, served in the usual way, is much improved in flavour by adding a teaspoon of Myers's Jamaica Rum.

(Note: This is especially delicious for Baked Grapefruit.)

Myers's Rum Banana

(Serve as a vegetable with meat course)

One ripe Banana for each portion required.
Peel and place whole Banana in a baking dish.
Sprinkle one teaspoon of Sugar over each Banana.
Bake for ten minutes.

Add one tablespoon of Myers's Jamaica Rum for each Banana.

Ignite with match and serve while flame burns.

Myers's Plum Pudding

(For eighteen people)

One pound of Beef Suet; one pound of Raisins;
one pound of Currants; one pound of Prunes;
one pound of Citron; one pound of Bread
Crumbs; one pound of Brown Sugar.

One teaspoon of Salt; one tablespoon of Mixed
Spice; four tablespoons of Flour; one grated
Lime; eight Eggs.

Add one-quarter pint of Myers's Jamaica Rum,
and one wineglass of Brandy.

Prepare the fruit, remove skin from Suet and chop
finely.

Mix all dry ingredients together.

Add grated Lime; sieve and sprinkle
Flour.

Beat Eggs well; then add Rum and Brandy
to Eggs. Pour into well buttered mould
and boil for five hours.

Myers's Hard Sauce

One-half pound of Butter.

One pound of White Sugar.

One-half cup of boiling Water.

Mix Butter and Sugar, then add boiling
Water. Add Myers's Jamaica Rum to
flavour.



Brave Men Bold Deeds . . . and Rum

THROUGHOUT the pages of history and adventure these three have been linked together. Just when Rum first stirred the pulse of man, nobody knows. Long before the white man settled in America, a rum drink called "coow woow" quenched the thirst of the redskin warrior.

ON the island of JAMAICA, largest of the British West Indies group, the world famous rum is produced. There the secrets of distilling and blending, or "marrying," rum have been handed down for hundreds of years. Four generations of the family of Myers have been engaged in the Jamaica Rum industry since 1879.

RUM flowed freely when pirates sailed the seven seas. Wherever Captain Kidd steered his plundering course the cry "Yo-ho-ho and a bottle of rum" rang out over the waters, for this rousing liquid spurred his men to daring deeds.

JAMAICA'S immortal Buccaneer, Sir Henry Morgan, virtually rose to fame on Jamaica Rum. In any case the potent beverage was said to have been a vital factor in his meteoric rise from slave boy to lieutenant governor.

THE notorious Pirate Teach, known also as Blackbeard, used rum to keep his pirate crew from mutiny on at least one historic occasion. In his diary, dated 1718, we find this entry: "Rum all

FOR THAT WEALTH OF FLAVOU

out. Our company somewhat sober. A damned confusion among us. Rogues a-plotting—great talk of separation—so I looked sharp for a prize."

LATER, he wrote: "Took one ship with a great deal of liquor on board. So kept the company hot, damn'd hot, then all things went well again."

THE STAMP ACT was expected to kill the rum trade; but the desire for Jamaica Rum grew, if anything. Five hundred hogsheads of rum came into the U. S. A., according to official statement of that period, but history shows that over fourteen thousand five hundred hogsheads were smuggled in. And, had a "boot legger" been caught, not a jury could have been found to convict him; practically all principal merchants of the time, including the famous patriot and Boston merchant, Peter Faneuil (1700-1743), were engaged in this illicit trade!

RUM was literally "the spirit of '76." It was rationed out generously to the Revolutionary troops.



FOR many years after the Revolutionary War, rum was frequently used in place of money as a medium of exchange. George Washington traded an unruly slave for several commodities

including a hogshead of the best rum. He kept a good supply on hand for his own use and made sure that his employees received their share. His gardener, for example, was paid, besides his regular wages, "four dollars at Christmas with which he may be drunk with rum for four days and nights; two dollars at Whitsuntide to be drunk for two days, a dram in the morning and a drink of grog (rum and water) at dinner at noon."

THAT delectable mixture—the cocktail—is said to have been inspired by rum. Authorities, however, disagree as to where the drink originated and

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how it was named. One story gives this credit to a tavern keeper of Revolutionary times.

ON a certain occasion the tavern keeper served soldiers of the Revolution with roasted fowl that had been filched from the estate of a neighbor suspected of having Royalist sympathies. To celebrate this triumph a special rum drink was mixed and served from bottles decorated with the tail-



feathers of the stolen cocks, when an officer shouted, "We are drinking the beverage that offers the palate the same delight as the cock's tail-feathers offer the eye." Whereupon a French officer proclaimed, "Long Live the Cocktail."

COCKTAILS, of course, are only one of the many delicious ways of serving rum. Rum Highballs, Planters' Punch, Egg Nogs, Rum Collins and other delectable mixtures, are justly popular. Long before the cocktail came into existence, the ingenious Plymouth fathers used rum to flavour mince pies and plum puddings.

ABOUT a century later, Arnold Enoch Bennett, the English writer, traveler and critic, commented on the excellent Jamaica Rum served him on his visit to America and made special note of the fact that people of fashion served punch bowls of egg nog or flip before dinner.

A TASTY drink of Jamaica Rum and water was served by Admiral Vernon on a British frigate in 1740; the guests were so pleased that they named it after the admiral's *grogam* uniform and hence was born "grog."

Cowper pithily praised Rum:

"I pity them greatly, but I must be mum

"For how could we do without Sugar and Rum?"

Lord Byron eulogized Rum thus:

"There's naught, no doubt, so much the spirit calms

"As Rum—and true religion."

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